

## AMENDMENTS TO THE CLAIMS:

The listing of claims will replace all prior versions, and listings, of claims in the application:

## LISTING OF CLAIMS:

Claims 1-26 (Withdrawn).

27. (Previously presented) A method of allowing a user to select a product from a menu of possible products, tailor the chosen product according to the user's personal preferences, and view the tailored product on a computer display before the tailored product is created, the method allowing for easy updating and maintaining a selection of products available to a user without a need to change an executable software application program, the method comprising:

presenting on a computer screen a list of available products and receiving from a user in response thereto a product selection defining a user's selected product;

retrieving product data from at least one non-executable data file according to the user's product selection;

presenting on the computer screen a plurality of fields for the user to input product tailoring information, said fields being determined by said product data within said non-executable data file;

presenting on the computer screen a preview of the user's selected product, said product being reflective of said product data retrieved from the non-executable data file and said product tailoring information input by the user.

28. (Previously presented) The method of claim 27 wherein said data file further includes default product tailoring information.

29. (Previously presented) The method of claim 28 wherein said default tailoring information contains default graphics.

30. (Previously presented) The method of claim 28 wherein said default tailoring information contains default text.

31. (Previously presented) The method of claim 27 wherein said available products include:

a first group of products, said first group of products all having a common SKU number but different default tailoring information; and

a second group of products which may include a member of said first group of products, said second group of products having different SKU numbers.

32. (Previously presented) The method of claim 27 wherein said non-executable data files are selected from the group consisting of binary files, Java Beans<sup>TM</sup>, and XML files.

33. (Previously presented) The method of claims 27 wherein said computer screen display a world wide web page.

34. (Previously presented) The method of claim 27 wherein said computer screen displays simultaneously said plurality of fields and said product preview illustrating said product tailored according to the product tailoring information input by the user.

35. (Previously presented) The method of claim 27 wherein information within said non-executable data file completely controls which fields will be presented to the user for tailoring the user's selected product.

36. (Previously presented) A computer readable media capable of causing a general purpose computer to implement the method of claim 27.

Claims 37-48 (Withdrawn).

Claim 49. (New) A method of allowing a user to select a product from a menu of possible products, tailor the chosen product according to the user's personal preferences, and view the tailored product on a computer display before the tailored product is created, the method allowing for easy updating and maintaining a selection of products available to a user without a need to change an executable software application program, the method comprising:

presenting on a computer screen a list of available products and receiving from a user in response thereto a product selection defining a user's selected product;

retrieving product data from at least one non-executable data file according to the user's product selection;

presenting on the computer screen a plurality of fields for the user to input product tailoring information, said fields being determined by said product data within said non-executable data file;

presenting on the computer screen a preview of the user's selected product, said product being reflective of said product data retrieved from the non-executable data file and said product tailoring information input by the user;

wherein said data file further includes default product tailoring information, said default tailoring information containing default graphics and default text, and wherein said available products include a first group of products, said first group of products all having a common SKU number but different default tailoring information, and a second group of products which may include a member of said first group of products, said second group of products having different SKU numbers;

wherein said non-executable data files are selected from the group consisting of binary files, Java Beans<sup>TM</sup>, and XML files, and said computer screen displays a world wide web page, said computer screen displaying simultaneously said plurality of fields and said product preview illustrating said product tailored according to the product tailoring information input by the user; and

wherein information within said non-executable data file controls which fields will be presented to the user for tailoring the user's selected product.